

## MYRNA BLYTH

### Term: 2006

Myrna Blyth is Editorial Director of Meredith Corporation's New York magazines. She also serves as Editorial Director for New Product Development of Meredith's Publishing Group. Before her promotion in March 2002, Ms. Blyth was the Editor-in-Chief of *Ladies' Home Journal* and *MORE* magazines. She had been with *Ladies' Home Journal* since 1981, and under her direction, *More* was launched in September 1998.

During her editorship *Ladies' Home Journal* won numerous awards, including the Clarion Award for community service journalism from Women in Communications, Inc. Recently, *More* was included in *Adweek* magazine's 2002 Magazine "Hot List," which recognizes business success in the consumer magazine industry.

Ms. Blyth has, herself, received many awards for her achievements including, in 1999, the Henry Johnson Fisher Award, the Magazine Publishers of America's highest honor. In 2001 she was named *Advertising Age* magazine's "Publishing Executive of the Year" and to *Columbia Journalism Review's* "The Shapers," a list of 200 New Yorkers selected by *CJR* who help shape the national media agenda. In March 2000, Women's History Month, Ms. Blyth received the "Women of Achievement" award from the New York City Commission on the Status of Women.

Recently she has received the Innovator Award from the Isis Fund of the Society for Women's Health Research as well as the Athena Award from the Partnership for Women's Health at Columbia University. Ms. Blyth is also a past recipient of the Matrix Award from New York Women in Communications, Inc. and the Headliner Award from Women in Communications, Inc.

For ten years, Ms. Blyth was in charge of the business side of *Ladies' Home Journal*. Under her leadership, it had the most profitable years in its 118-year history. She is currently in charge of the business side of *More*, which, since its launch, has doubled its circulation and revenues.

As former spokesperson for *Ladies' Home Journal*, and current spokesperson for *More* and *LivingRoom* magazines, Ms. Blyth has been a frequent guest on national radio and television programs. She has appeared on "Today," "Good Morning America," CNN and MSNBC as well as in print articles for *The New York Times*, *Wall Street Journal*, *USA Today*, and the Associated Press.

Ms. Blyth has also contributed short stories and nonfiction articles to, among others, *The New Yorker*, *New York*, *McCall's*, *Redbook* and *The Reader's Digest*. Ms. Blyth is the author of two novels--both Literary Guild alternate selections.

Ms. Blyth was a member on the Advisory Board of the Red Cross and is currently on the Advisory Board of ThirdAge Media and Research America. Her many memberships

include the American Society for Magazine Editors; the Overseas Press Club; New York Women in Communications, Inc. (a past president) and Child Care Action.

Ms. Blyth was also an official American delegate for the UN Fourth World Conference on Women in Beijing and served on the host committee, which organized the Beijing Plus Five meeting. Currently she serves on the National Institutes of Health Advisory Committee on Research on Women's Health and is a Commissioner on the President's Commission on White House Fellowships.

Ms. Blyth received a BA degree from Bennington College. She lives in New York City with her husband, who is also a journalist. The Blyths have two sons.